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**AN ANALYSIS OF FIGURES OF SPEECH FOUND IN
ADVERTISEMENTS IN *COSMOPOLITAN* AND *MEN'S*
*HEALTH***

A THESIS



By :

R.A Diah Kusuma Indah Handayani

St.N : 129910036

**ENGLISH DEPARTMENT
FACULTY OF LETTERS
AIRLANGGA UNIVERSITY**

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Thesis Advisor



Sri Muniroh., S.S. M. Hum

English Department

Faculty of Letters

Airlangga University

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ABSTRACT

Men and women use language to communicate or to send a message or information to the other people. The way they use the language is considered the same. However, some researches prove that men and women use different language. The difference is also found in the use of language in advertisement. In this study, the writer tries to analyze it by using figures of speech. Since the advertisement is designed for certain targets, the language is also suited for them. The advertisements in *Cosmopolitan* are about the products and services, which are designed for women. On the other hand, the advertisements in *Men's Health* are designed for men. Therefore, the writer will analyze the different language use for women and men, which are framed by using figures of speech as the data taken from advertisements in *Cosmopolitan* and *Men's Health*. The objective of this study is to find out the types of figures of speech used in advertisements in *Cosmopolitan* and in *Men's Health* and the differences and the similarities of the use of figures of speech in advertisements in those magazines. To analyze the data the writer use descriptive qualitative method and use 10 types of figures of speech from 3 groups of figures of speech; figures of comparison: simile, metaphor, personification, figures of contradiction: hyperbole, litotes, paradox and figures of association or relationship: metonymy, synecdoche, erotema and asyndeton. The writer finds out that the types of figures of speech used in advertisements in *Cosmopolitan* are simile, metaphor, personification, hyperbole, litotes, paradox, metonymy, synecdoche, erotema and asyndeton and the types of figures of speech used in advertisements in *Men's Health* are simile, personification, hyperbole, paradox, metonymy, erotema and asyndeton. The writer also finds that the language of advertisement in both *Cosmopolitan* and *Men's Health* tends to use personification. However, the language of advertisement in *Cosmopolitan* tends to use figures of comparison, simile and metaphor, hyperbole, asyndeton and synecdoche because women like to see something in detail so they often compare, verbose, use less 'and' and state whole for part. Thus, the language of advertisement in *Cosmopolitan* has long sentences, detail and around the bushes. On the other hand, the language of advertisement in *Men's Health* tends to use erotema because men like something get across to the point without any detail by using erotema and need to be shown big pictures so the language use in advertisements in *Men's Health* are firm, direct and have many big pictures.